

Waste Reduction Initiative Through Education Grant Summaries

City of Sierra Vista

“City of Sierra Vista Curbside Recycling Program Education Campaign”

Charles P. Potuecek

401 Guilio Cesare Avenue

Sierra Vista, AZ 85635

Requested Funds: \$30,000

The City of Sierra Vista is requesting funding to conduct a community education campaign in order to encourage residents’ participation in the city’s new curbside recycling program. The program is anticipated to service 10,000 Sierra Vista households. The education campaign will consist of radio advertisements, direct mail postcards, flyers, television advertisements and brochures to educate citizens on correct participation procedures and the important effect recycling has on the environment.

Maricopa County Solid Waste

“Recycling Program Outreach and Promotion”

William Thornton

2901 W Durango St.

Phoenix, AZ 85009

Requested Funds: \$41,550

Maricopa County is requesting funding to conduct a community education campaign targeting the rural and unincorporated areas of the county in order to educate residents about recycling, waste reduction, and illegal dumping. The campaign will notify residents that recycling opportunities are available at 4 of the county’s solid waste transfer stations and encourage resident participation. The campaign will consist of media advertisements, brochures, and direct mailings to residents.

To ‘Nanees ‘Dizi’ Chapter

“Western Navajo Recycling Outreach Project”

Priscilla Littlefoot

P.O. Box 479

Fort Wingate, AZ 87316

Requested Funds: \$10,000

The To ‘Nanees ‘Dizi’ Chapter, with the support of Coconino County and the Navajo Nation, is requesting funding to increase awareness and appreciation in the chapter for cultural teachings relating to harmony with land and nature as it relates to recycling and waste reduction. Coconino County is donating a used compactor for recycling at the solid waste transfer station in Tuba City. The education campaign will encourage increased participation in recycling in Tuba City and surrounding areas through community wide distribution of flyers, banners, and household recycling bins.

Northern Arizona University

“Partners in Recycling Education”

Wilma G. Ennega
1501 S. Knoles Dr., Bldg. 56, Ste. 240
Flagstaff, AZ 86011
Requested Funds: \$27,246

Northern Arizona University is partnering with The City of Flagstaff, Coconino County and Willow Bend Environmental Education Center, to request funding for a comprehensive community education campaign targeted towards rural Coconino County citizens, college students, elementary school students, and Flagstaff citizens to increase participation in recycling and decrease contamination of recyclables. The campaign will reach targeted audiences through media advertising, classroom presentations, Willow Bend discovery room field trips, recycling bin distribution, and community event presence.

City of Tempe

“City of Tempe Educational Recycling Information Center”

Lucy Morales
55 South Priest Dr.
Tempe, AZ 85281
Requested Funds: \$59,800

The City of Tempe is requesting funding to create a 24 foot recycling exhibition trailer that will be equipped with interactive videos, displays and educational materials. The mobile trailer will be present at the 128 major outdoor events the City of Tempe sponsors, with a total estimated audience of 650,000 people. The innovative trailer will promote hands-on learning to promote recycling awareness, increase participation in Tempe’s program, and decrease contamination.